

Zoom On: Marc de Fré, Editorial Board Member



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HealthManagement's Editorial Board benefits greatly from the expertise of its industry advisers. In today's Zoom On, we meet Marc de Fré, Worldwide Director of Marketing Communications, Agfa Healthcare.

1. What are your key areas of interest and research?
How technology advances will change healthcare; think IBM Watson, Apple IOS 8 HealthKit, Kurzweil's Singularity,...
2. What are the major challenges in your field?
Keeping up with technology advances and trying to assess how they will change life.
3. What is your top management tip?
Stay extremely thirsty for knowledge and take continuous paradigm disruption as the new normal!
4. What would you single out as a career highlight?
Realising one day when bicycling to the office that you don't do really it for the money anymore but rather for the fun!
5. If you had not chosen this career path you would have become a...?
Hedge fund manager and/or chess player.
6. What are your personal interests outside of work?
Skiing, chess, bicycling, perfume,...
7. Your favourite quote?
"Saint Laurent has excellent taste. The more he copies me, the better taste he displays" – Coco Chanel

Marc de Fré is based at Agfa's headquarters in Morsel, Antwerp in Belgium. Marc joined Agfa in 2006, initially in charge of worldwide marketing for digital radiography, and assumed his current role in 2011. He is responsible for Agfa branding, social media, globally significant trade shows, congresses and exhibitions, external and internal communications and liaison with key reference sites.

Marc qualified as a civil engineer in computer sciences and applied mathematics and holds an MBA from the Antwerp Management School. Since 1988 he has been a guest lecturer at the International Management Institute (IMI) in Antwerp and Brussels on various topics such as information technology, e-business, e-commerce and artificial intelligence.

- See more at: [https://healthmanagement.org/s/zoom-on-marc-de-fre-editorial-board-member?](https://healthmanagement.org/s/zoom-on-marc-de-fre-editorial-board-member?mercury_frame=true&_id=1412845789223#sthash.vzyKMDPB.dpuf)
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